

FILE D

**Health Education:
Item Information and
Scoring Guide Reference Sheet D-2**

Item Information and
Scoring Guide Reference Sheet D-3

**Items with Learning Results, Scoring Guides,
Training Notes, and Student Responses D-4**

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**Health Education:
Item Information and
Scoring Guide Reference Sheet**

Item Information and Scoring Guide Reference Sheet

The following pages are designed to assist you in understanding how Maine Educational Assessment (MEA) health education items are scored. These pages contain the text for each item accompanied by the following information.

- **MC#:** the multiple-choice item position
- **Key:** the letter of the correct answer for the multiple-choice item
- **Learning Results:** the content standard, followed by the performance indicator, that the item measured
- **CR#:** the constructed-response item position
- **Learning Results:** the content standard, followed by the performance indicator, that the item measured
- **Constructed-Response Scoring Guide:** the four-point description used to determine the score
- **Training Notes:** in-depth descriptions or particular information used to determine the score

**Items with Learning Results,
Scoring Guides, Training Notes,
and Student Responses**

1. Which drug in tobacco is **most** addictive?

- A. nitrogen
- B. tar
- C. carbon monoxide
- D. nicotine

MC#: 1

Key: D

Learning Results: A-8

Health Concepts

A Students will understand health promotion and disease prevention concepts. Students will be able to

8 demonstrate thorough understanding of key health concepts.

2. Pamela rarely exercises, eats a lot of foods high in fat, eats few vegetables, and gets only six hours of sleep a night. Pamela is increasing her risk for
- A. food poisoning.
 - B. a heart attack.
 - C. liver cancer.
 - D. a brain tumor.

MC#: 2

Key: B

Learning Results: A-3

Health Concepts

- A Students will understand health promotion and disease prevention concepts. Students will be able to
- 3 analyze the effects that risky behaviors have on personal health (e.g., tobacco, drugs, poor nutrition, sexual activity, sedentary lifestyle, and behaviors resulting in injury).

3. Peggy wants to include beta carotene in her diet to help maintain normal vision and to keep her skin healthy. Which of these foods would provide the **most** beta carotene?
- A. broccoli
 - B. carrots
 - C. pinto beans
 - D. beets

MC#: 3

Key: B

Learning Results: A-8

Health Concepts

- A Students will understand health promotion and disease prevention concepts. Students will be able to
- 8 demonstrate thorough understanding of key health concepts.

4. a. Describe two advertising techniques that are often used to sell health-related products and services.
- b. Explain how you would decide whether or not to buy these health-related products.

CR#: 4

Learning Results: D-2

Influences on Health

- D Students will understand how media techniques, cultural perspectives, technology, peers, and family influence behaviors that affect health. Students will be able to
- 2 analyze how messages from media influence both health behaviors and the selection of health information, products, and services (e.g., eating disorders, teen magazines, acne products, dental care).

CONSTRUCTED-RESPONSE ITEM 4 SCORING GUIDE

Score	Description
4	Response demonstrates a thorough understanding of how media messages influence health behaviors. Response includes a thorough and clear description of two advertising techniques and a detailed explanation of how to decide whether to buy the product. Response is well developed and contains no errors.
3	Response demonstrates a general understanding of how media messages influence health behaviors. Response includes a general description of two advertising techniques and a general explanation of how to decide whether to buy the product. Response is general and may contain a minor error.
2	Response demonstrates partial understanding of how media messages influence health behaviors. Response includes a partial description of two advertising techniques and/or a partial explanation of how to decide whether to buy the product. Response lacks detail and may contain errors.
1	Response demonstrates minimal understanding of how media messages influence health behaviors. Response includes minimal description of advertising techniques or how to make decisions regarding the purchase of a product. Response is minimal and contains errors.
0	Response is incorrect or contains some correct work that is irrelevant to the skill or concept being measured.
Blank	No response.

Training Notes for Constructed-Response Item 4

a. Possible Techniques

Bandwagon	Sex appeal	Scientific
Comparison	Demonstration	Catchy phrases/jingles
Lifestyle	Magic	Testimonial
Buzz words	Giveaways	Coupons
Personification	Celebrity	Humor
“Scare tactics” (e.g., smoking consequences)		

b. How to Decide Whether to Buy a Product

Use scientific criteria, check credentials of seller, recommendations by qualified organizations or independent agencies, look beyond images.

4.

4

a. Two advertising techniques that they use are the bandwagon technique, and personal testimony. Bandwagon shows and tells about a lot of people that are using this product and how because everyone else is you should too. Personal testimony is when they put a well known person up and have that person tell that they use it, and how great it is.

b. The way I would decide whether or not to try a certain health-related product is to see the purpose of it and if it is something you think you need, confirm your decision with a medical-wise person.

4.

4

④ Two types of advertising techniques to sell health-related products are Statistics and testimony. Statistics are when people use a bunch of facts to make the product look good. Testimony is when people or a person claim that they use/trust/recommend the product.

③ Deciding whether or not to buy the products would be a matter of consulting a doctor or someone you know who has used the product.

4. They get really skinny people who were fat and get them to do a commercial or something. They always show them fat then thin and say the product helped them. Or they might say that their product is really good and like about 5 doctors say it helps and or works really good. And that you should try it. I wouldn't buy anything from that. I would ask my doctor if it was good or not.

3

4. a) Got-Milk? Ads advertise the benefits of drinking milk because it is a good source of calcium. They use celebrities in their ads because most of the time celebrities are more influential. Another technique is to use people who are in very good shape to sell diet pills or vitamins.
b) I would decide if the results of using this drug or supplement would actually make me look like the people in the commercials. You should also see if it is approved + supported by doctors.

3

4.

2

a) Two advertising techniques that are often used to sell health related products and services would be "statistics" and the "doctor approved".

b) How I would decide whether or not to buy these health related products. First I would definitely research it a little looking at the statistics and asking the doctor about the product making sure it's safe.

4.

2

A.) Two advertising techniques are other people are doing it (Bandwagon) and second using a famous person's quotes / testimonial.

B.) I would call up a couple of my friends to see if they have used that product or I would just make a good decision on whether to go to the store to get it or not.

4.

a. They make the names sound cool and they show how you can get injured without one to kind of scare you into buying one.

b. Contact your local doctor.

1

4.

Sports Stores drink it. lots of people drink it. If it works.

1

5. a. Identify **three** specific health services a community might have.
- b. Describe what each one does.

CR#: 5

Learning Results: B-2

Health Information, Services, and Products

- B Students will know how to acquire valid information about health issues, services, and products. Students will be able to
- 2 identify resources from home, school, and community that provide valid health information and services.

CONSTRUCTED-RESPONSE ITEM 5 SCORING GUIDE

Score	Description
4	Student response names three specific community health services and describes what each one does. Response is well developed and contains no errors.
3	Response names three community health services and describes what each one does. Response is general and may contain a minor error.
2	Response names two community health services and provides an explanation which lacks details. OR Response provides one explanation with detail of one community health service.
1	Response names only one community health service specifically and correctly and provides a minimal explanation. OR Response names and explains more than one but incorrectly.
0	Response is incorrect or contains some correct work that is irrelevant to the skill or concept being measured.
Blank	No response.

Training Notes for Constructed-Response Item 5

- Health department – controls disease, maintains medical records, restaurant inspection, enforces health-related laws and regulations
- Water companies – provide and keep water clean
- Garbage removal companies – remove garbage
- Janitors – keep buildings clean
- Grounds maintenance crew – keep parks and other public areas clean
- Hospitals – provide medical care
- EMTs – provide emergency medical care
- 911 operators – provide emergency assistance
- Park and Recreation department – recreational opportunities
- Recycling companies – environmental control
- Family planning – pregnancy, birth control advice, assistance
- Rape crisis center – birth control, STDs
- Health clinics (physical and/or mental)
- Doctors
- Schools – referrals, nurse, emergency meds, health clinic, counseling, health promotion
- Local rec centers – physical fitness classes, karate, basketball

Not acceptable: pharmacy, Weight Watchers/Jenny Craig, Planet Fitness (or other fee-based fitness clubs)—these locations sell products/services rather than provide them to entire community

5.

4

a.) A community would most likely have a sanitation department, a sewer treatment area, and a water treatment area.

b.) The sanitation department would be in charge of picking up trash and disposing of it. This would be the people that would probably run the town dump and use dump trucks. The sewer treatment plant has all the sewer water drawn in, and cleaned through strainers and sifters, swirling and purifying. They clean the water that's been used. A water treatment plant would be in charge of keeping our running water clean and safe to drink and use.

5.

4

Ⓐ Three health services a community might have are a nursing home, a psychiatric clinic, and a hospital.

Ⓑ A nursing home is a facility that cares for older people who can no longer care for themselves or who need professional care. A psychiatric clinic is a place where every day people go to unload their problems and to seek help on how to help cure them. A hospital is a very common facility where people are sent in case of an emergency such as broken bones, food poisoning, dog bites, etc. Hospitals are where most medical care occurs.

5.

3

My first health service is child abuse. I believe when a child calls or a other about calls the service men or women will come to see if theres a abuse problem in the house. And might take child into custody. My second service is Alcoholics anonymous. They are a group that get help for Alcoholics and help them stop there drinking problem. My third and final will be rape hotline. Where girls that have been rapped or rapped someone can call to get help and stop there problems or griefs.

5.

3

A) A drug clinic, would be in a community. An AIDS testing site, could be there too. A pregnancy clinic, could be there too.

B) A drug clinic is a place were drug addicts got to go help to stop doing drugs. An AIDS testing site is were someone could get tested for AIDS. and find out information about AIDS. A pregnancy clinic is where pregnant women go get tested and to find place to go for laymas and things like that.

5.

2

a. Three possible health services are a blood donation clinic, a program teaching about diseases, etc., and a program teaching about safe sex.

b. The blood donation clinic would have people donate their blood, and this would help people having operations who needed blood. The disease program would teach people about diseases and how to avoid them so the people would be less likely to get them. The program teaching about safe sex would help young people learn about STDs and how to perform safe sex so it won't happen.

5. A) Fitness center

2

Aerobics class

Karate class

Fitness center = you could work out and keep your body in shape.

Aerobic class = you could also keep your body in shape

Karate class = Improve your self defense

5.

1

One health service that a community might have is a hospital, and a hospital lets you go in when something is wrong. Another health service is a Pharmacy. A pharmacy is a place that you can get drugs that a doctor has subscribed you to take.

5.

1

Well they could have the dump so if they didn't have that we would have garbage all of the street's and chemical waste dump too for all the liquid chemical's & that's all I could think of.